



2010 Annual Report

Consumer Credit Counseling Service
of Orange County

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Ron Novello, receiving an award for his dedication and service as Board Chair by in-coming Board Chair, Cheryl Spencer-Borden

Financials

Revenues from Operations

	2010	2009
Creditor Contributions	412,203	383,050
Foundation and Grants	504,421	531,829
Program Service Fees	687,798	642,045
Education Programs	104,899	105,067
Donated Office Facilities	14,904	4,800
Interest Income	2,477	1,831
Other	0	-147
Total Revenue from Operations	1,763,922	1,984,758

Operational Expenses

	2010	2009
Education Program Services	342,461	270,936
Counseling Services	765,133	654,573
Debt Repayment Services	607,824	568,948
Total Program Services	1,715,418	1,494,457
Management and General	274,132	262,803
Total Operational Expenses	1,989,550	1,757,260

Counseling

Continuing to provide desperately needed services to our Orange County community and surrounding areas, the Counseling department conducted over 1000 counseling sessions each month in 2010. As always, the free and confidential sessions equipped consumers to take control of their finances through in-depth income/spending/debt analysis, referrals, and detailed written action plans.

Faced with more and more complicated foreclosure prevention programs, debt settlement misinformation campaigns, and bankruptcy filings reaching their highest rate in 11 years, our counselors really rose to the challenge. Focusing on in-depth long-term client follow-up, outreach visits to community partners, and intensive training goals in 2010 gave the counselors the

tools to secure real solutions for consumers. Households struggling with reduced incomes, high unemployment, a depressed housing market, heavy debt loads, and a painfully tight credit market obtained verifiable positive outcomes at rates nearly twice our average in 2009.

We also stretched to find new and better ways to reach our clients: opening up two additional full-time counseling locations in Fountain Valley and Laguna Hills, reaching out to university students at Cal State Long Beach, and adding yet another bilingual Spanish counselor. Well over 50% of clients were counseled in person, while giving another 21% the flexibility of an online session and the rest conducted via telephone. In addition, counselor productivity was at an all-time high with over 86% of counselor time spent in actual counseling sessions.

Debt Management Program

Over 4000 of these counseling sessions targeted clients' debt repayment needs, resulting in 27% of them enrolling in a Debt Management Plan – a rate significantly higher than in the last few years. Through the DMP, families could make one regular deposit to our agency each month that would be disbursed among their creditors, securing more favorable interest rates and other concessions to retire their debt more efficiently.

In fact, these concessions were greater than they have been in many years as a result of our membership with the National Foundation for Credit Counseling, whose Call to Action program secured additional benefits for our clients. While implementing these programs required much training and procedural changes, the results were clear. DMP starts in 2010 were up 3% over 2009, despite the fact that these sessions were down 15% -- a real testament to the benefits of additional counselor

training and follow-up support. Not only did these clients start the DMP, but they were more successful by nearly every metric. The number of clients continuing on active DMPs in 2010 was up by 5% and the number of clients successfully completing DMPs was up by 3%, reversing years of declines in these numbers. This is truly astonishing client performance when compared with the difficult economic times, and is clearly attributable to counselors' redoubled efforts at client retention, follow-up, and annual reviews.

For those nearly 4000 clients unable to meet the requirements of a DMP, our bankruptcy counseling services provided them with the necessary certificate to file for relief. Refinements to our online pre-filing counseling program and other training improved client satisfaction with our bankruptcy services to over 95%.

“After falling victim to mortgage fraud it was a major sigh of relief to get the right help from CCCS-OC. Their counselors helped me get a loan modification and I love taking their personal finance classes, especially Organizing Financial Paperwork!”

-Joan Guard



(top)
Certified Counselor and Educator, Viri Mendoza interacting with consumers at a local foreclosure prevention fair

(bottom)
Claudia Guarneros, Bob Nivinskus, Aileen Ramis and Gus Polychroniou at a Counseling Training Conference

Accomplishments 2010

Counseling

- 12,157 Counseling Sessions
- 202 Families completed the Debt Management Program

Education

- 946 Financial Literacy Workshops
- 21,110 Attendees at Financial Literacy Workshops

Housing

- 4,255 Housing Counseling Sessions
- 305 Families Avoided Foreclosure
- 165 Mortgages Modified

Outreach

- 36 Community Fairs
- 63 Taxpayers assisted with free tax preparation services at our VITA site
- 190 New Community Partners, expanding the partnership program to 310 local community partners

Awards, Recognitions and Milestones

Bank of America Neighborhood Excellence Initiative Award

Received highest HUD housing counseling grant for a local housing counseling agency in California

Hosted agency's first Shred-it Day Event for Protect your Identity Week and set Guinness World Record for shredding 9,080 pounds of paper within 24-hour period

Participated in the 2010 NFCC Poster Contest; CCCS-OC's entry won the national overall award

Selected as a Keep Your Home California Program Counseling Agency

Successfully completed Re-Accreditation with the Council on Accreditation for Children and Families (COA)

"The wide array of programs and services provided by CCCS-OC play a vital role in helping people find financial stability. CCCS-OC truly makes a difference in the community's financial health."

*- Congresswoman
Loretta Sanchez*



(Top)
Setting a Guinness World Record at our first Annual Shred it Day

(Bottom)
Jim Frannea receiving the Bank of America Neighborhood Excellence Initiative Award at Angels Stadium

Mission Statement

Consumer Credit Counseling Service of Orange County is dedicated to assisting consumers achieve financial stability through education and counseling.

Consumer Credit Counseling Service
of Orange County
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Santa Ana, CA 92705
(714) 547-2227
www.cccsoc.org

Message From the President

In summarizing the year and how the agency fared both in goals achieved and in new programs developed, I must say that it was both challenging and rewarding. While we tend to focus on a few facets of the business or programs, the agency has evolved into a very complex and far reaching resource in the Orange County community.

Since we shifted emphasis from reaching the community through advertising and marketing sources solely for the debt management program and moved to a community partnership model, we have seen explosive change. Just two years ago, we established a goal to identify and work with 100 community partners. At the end of 2010, we now have over 300 partner agencies increasing our reach exponentially. We also implemented a tool to measure the level of development of each of our partnerships. By the end of 2011, we will have data that reflects the depth of service we provide consumers in each of five identified areas of the county.

Financial literacy has come to the forefront of our nation's attention with the advent of the most difficult financial times since the Great Depression. Having the opportunity to personally meet with Federal Reserve Chairman Ben Bernanke as well as the Secretary of Education Arne Duncan and to hear their words on the true need for the work that we do was not only exciting, but critical to moving toward our dream of establishing comprehensive Financial Stability Centers for our target population.

The relationship we have developed with United Way of Orange County and their 2011-2013 grant award of \$180,000 is a huge step forward in our mission to provide holistic counseling and education. Among other plans, this grant will provide funds to expand our services to the Vietnamese community through the hiring of a bilingual Education Facilitator and the offering of many of our financial literacy workshops in Vietnamese.

The agency was also reaccredited by the Council

on Accreditation for Families and Children (COA) in 2010, reflecting our continued high quality service. The list of new activities, programs, and partnerships is growing every day and is keeping our team members invigorated and motivated. The ability to move quickly and be prepared for each new need or crisis has been vital in the past few years. We thank our Board of Directors for staying involved and allowing our team to respond quickly, and our team members for their willingness to learn new programs and adapt to the ever-changing environment.

I hope that as you review the goals and accomplishments achieved, you will recognize the growth we have seen in the past year and the many opportunities we have seized. Our team knows that we are an integral part of the community that we serve, and that we are truly reaching many consumers in need.

Jim Frannea

President/CEO



NFCC National Poster Contest Winner
Jim Frannea, winner Adrian Kimmok, Federal Reserve
Chairman Benjamin Bernanke, and Mrs. Kimmok,
at the Federal Reserve in Washington, D.C.

Education

CCCS-OC's Education Department emphasis is to facilitate financial education workshops to Orange County consumers in addition to strengthening community partnerships. The Education Department is comprised of a team of 7 with 4 full-time educators who are certified by the National Foundation for Credit Counseling (NFCC) financial educator's certification program. Our educators have provided financial education to youth, young adults and key community partners in 2010 with over 80% of workshops facilitated to non-profit community partners. We offer a curriculum of 33 financial education workshops to meet the needs of all Orange County Consumers. Our workshops are offered in English, Spanish and, coming April 2011, Vietnamese.

21,110

Financial Literacy Workshop Attendees

Youth Education

CCCS-OC has made a strong commitment to empower students and young adults to become financially successful by facilitating financial education workshops and providing education to avoid financial difficulties. CCCS-OC firmly believes that early financial education will help young consumers develop suitable habits. In 2010, the Education Department taught 11,408 students in the areas of credit and budgeting in 72 elementary, middle schools, high schools, colleges and universities.

Fee-Based Workshops

CCCS-OC continues to offer Check Wise, a comprehensive and up-to-date program offered to individuals who have had difficulties in managing a checking account. This has enabled and empowered consumers to transition into the financial mainstream and has strengthened our partnerships with financial institutions. Money in Motion, a workshop that meets the requirements for Bankruptcy Pre-Discharge education is also offered. In 2010, 2,121 consumer utilized our feebased workshops.

Housing Education

It is vital that consumers are provided with resources and outlets to assist with housing needs. Through our partnership and collaborative efforts with the City of Santa Ana, Orange County Housing Authority, and other key community partners such as local realtors and lenders, our First Time Homebuyer seminar help consumers attain the dream of owning a home. In addition, CCCS-OC has been successful hosting foreclosure prevention events throughout Orange County. In 2010, CCCS-OC provided housing related education to 1,119 consumers.

Community Workshops

We have a strong commitment to our community partners. Hundreds of local non-profit organizations, including high schools, shelters, community colleges, universities, churches, civic groups and more, request workshops to be facilitated to their captive audience throughout the year. Community partners select the workshops best for their audience. Then a certified CCCS-OC Financial Educator travels to their location, brings the materials and teaches the workshop- ALL at no cost to the requesting non-profit organization.

Sahara Navarro, Director of Education, speaking to the El Sol Academy students about saving money



The Education Team
(Top Row) Leslie Aguilar, Luz Reyes, Henry Pham, Cecilia Viveros, Heather Johnson
(Bottom Row) Diana Martinez, Sahara Navarro, Alexis Pine

"I have been a client of yours for a while now, and I am also a Christian. I am a testament that with God's guidance, your program really works and that your counselors are caring, honest people. Being involved with your organization and also turning everything over to God, I am successfully paying my bills and am definitely learning how to budget. I look forward to being completely debt free in the near future."

- Kathy Steele

Housing

For the first time ever, the number of housing counseling sessions at our agency exceeded the debt management sessions – over 4200 client sessions were conducted to help households navigate the more and more treacherous mortgage and rental programs out there. Due to the complexity of these issues, over 94% of these sessions were held in

That kind of intensive follow-through, in addition to regular monthly training and several outside trainings, really paid off in measurable results: over 300 families were confirmed to have successfully avoided foreclosure, with many more still in the trial mortgage modification process. In addition, 650 seniors were helped to make an educated decision on

securing or maintaining rental housing.

To achieve this level of success requires a high level of support, and our community partners have a great deal of confidence in us. The US Department of HUD awarded us the highest grant for any local housing counseling agency in California for 2010, and the new Keep Your Home California program made us a select counseling agency.

We continued to be instrumental in the success of the Orange County Home-Ownership Preservation Collaborative, on whose board we serve and through whose events we reached thousands of struggling homeowners in 2010. Even mortgage servicer heavyweights like Bank of America and Chase sent representatives in person directly to our agency to work with our counselors on continuing our success.

Families Avoided Foreclosure

305

person, and the amount of follow-up sessions required to bring clients to a positive outcome was up a whopping 170%.

a reverse mortgage. Many others received prepurchase information that will help them avoid future problems with their mortgages. We also assisted others with locating,

Outreach

CCCS-OC wholeheartedly believes in providing a continuum of financial education to Orange County consumers. In 2010, CCCS-OC partnered with the City of Irvine offering a free Shred-It Day and reached a Guinness world record by shredding the most paper within a 24-hour period. The entire Education Department and key team members became Volunteer Income Tax Assistance (VITA) certified to prepare taxes to the community. A total of 161 taxpayers were provided with the free service with CCCS-OC returning \$317,244 in refunds and in Earned Income Tax Credit (EITC). In addition, CCCS-OC participated at community, health, employee, workforce and student community fairs reaching out to 6,923 Orange County consumers.



The CCCS-OC Team
(Top Row) Karen Weisenberger, Luisa Pinner, Bernice Estrada, Vanessa Velazquez, Alexis Pine, Tony Tran, Heather Johnson, Elizabeth Cassedy, Stanley Cameron, Angela Thomas (Middle Row) Natalie Lohrenz, James Bui, Carmen Ritschel, Stella Matadama, Dilani Silva, Ginger Bengochea, Marcela Ticas, Leslie Aguilar, Claudia Guarneros, Alicia Torres, Laura Carranza, Kelly Rogers (Bottom Row) Diana Martinez, Mai Nguyen, Maritza Reyna, Aileen Chau, Maria Carrillo, Viridiana Mendoza, Sahara Navarro, Rosa Pesante, Cecilia Viveros, Luz Reyes